

I claim:

1. Method of managing privacy in transactions, comprising:
notifying entities involved in transactions of restrictions on the use of
5 personal and transaction data;
designating a secure data rights organization to receive and hold the
personal and transaction data; and
granting limited rights to the secure data rights organization for the use or
non-use of the data on a predetermined basis.
10
2. A system for managing privacy of persons in transactions, comprising:
a plurality of personal privacy notifications in printed or electronically
transmittable form, the notifications for delivery to other parties involved in
transactions of persons;
15 a secure database for receiving and holding personal and transactional
information for the persons;
a profile controller in communication with the information in the
database for providing profiles of personal data to third parties on a
predetermined basis.
20
3. A method for delivering selected content and targeted recipient-specific
commercial messages, comprising:
providing content transmission system to provide selectable content to
recipients;
25 holding confidential personal profiles of recipients;
providing a plurality of commercial messages intended for presentation to
selected individuals according to personal profiles; and
integrating the transmission of content selected by a recipient and
individually targeted commercial messages selected according to recipient
30 profile, for presentation to the recipient.

4. A system for delivery of broadcast content and recipient-specific commercial messages, comprising:
- a content transmission system connectable to provide selectable content to recipients;
 - 5 a privacy trust holding personal profiles of recipients;
 - an ad server holding a plurality of commercial messages intended for presentation to selected individuals according to personal profiles; and
 - an integrator connected for control of the content transmission system and ad server to provide content selected by a recipient and individually targeted
 - 10 commercial messages selected according to recipient profile.